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ABSTRACT

Each year, Piedmont Virginia Community College (PVCC) examines longitudinal data on fall term minority enrollment to identify trends which may be of interest to those involved in planning student recruitment and retention activities. The findings of the 1990 study indicated that: (1) 552 minority students enrolled at PVCC during fall semester 1990, surpassing the fall 1989 record of 484; (2) 12.7% of the of the total student population were minorities, the highest percentage in the college's history; (3) blacks represented and 10.6% of the total student population and 83.2% of the minority student population, representing the largest number of black students to attend PVCC in any single term; (4) from fall 1989 to fall 1990, the number of minority students has increased 20%, the number of black students has increased 21%, and the percentage of the student body which is minority has risen from 11.1% to 12.7%; (5) between fall 1989 and fall 1990, both white student and total student enrollments decreased while minority enrollment increased; (6) a slightly higher percentage of black students resided within the PVCC service region than did white students; (7) the number of new black students increased by 4.2% and the number of returning black students rose 16.6%; (8) the percentage of non-black minority students new to PVCC was 40%; and (9) just over 33% of all PVCC students were enrolled in transfer programs in fall 1990. Tabular data representation, and pie charts are included. (GFW)

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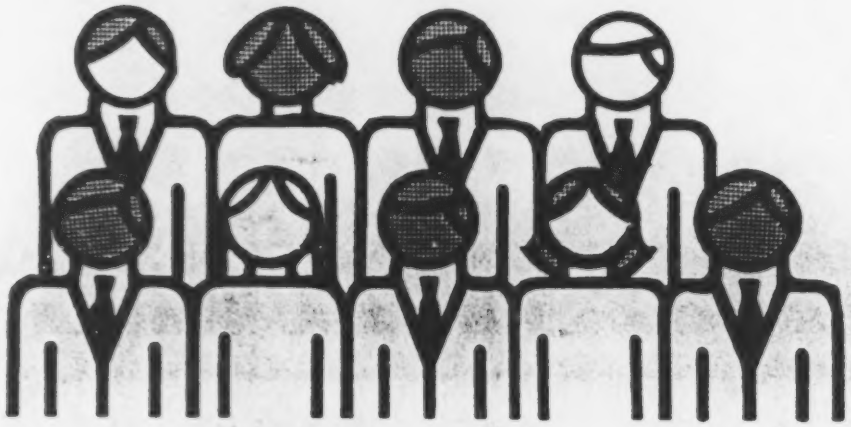
Minority Enrollment Report



Fall Semester 1990

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Office of Institutional Research and Planning
Piedmont Virginia Community College
Charlottesville, Virginia 22901
Research Report Number 1-91

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MINORITY ENROLLMENT REPORT
FALL SEMESTER 1990

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Charlottesville, Virginia 22901
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February 1991

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February 1991

PVCC Institutional Research Brief

MINORITY ENROLLMENT AT PVCC
FALL SEMESTER 1990

Each year the Office of Institutional Research and Planning at Piedmont Virginia Community College (PVCC) publishes a report on fall term minority enrollment. The purpose of the report is to display longitudinal minority enrollment data and examine trends which might prove of interest to those involved in planning student recruitment and retention activities. This brief highlights the eleventh of these reports, *Minority Enrollment Report: Fall Semester 1990* (PVCC Institutional Research Report No. 1-91, February 1991).

As can be seen in Table 1, 552 minority students enrolled at PVCC during Fall Semester 1990. This is the largest number of minority students ever enrolled at the college during any single term, exceeding the previous record of 484, set in fall 1989, by 44. The percentage of minority students within the student body as a whole was also a record. Twelve and seven-tenth percent of the fall 1990 student body was minority.

Four-hundred fifty-nine, or 83.2%, of all minority students were black. This is the largest number of black students to ever attend PVCC during any single term, exceeding the previous record, set in Fall Semester 1989, by 50. Black students accounted for 10.6% of the entire student body.

In terms of enrollment, several trends are noteworthy. First, the number of black students who had studied at PVCC previously increased at a faster rate than the number of black students new to the college. This suggests that overall retention of black students may have improved. Secondly, both the number and percentage of black full-time students at PVCC rose dramatically between fall 1989 and fall 1990. So, too, did the number and percentage of curricular black students. However, the percentage of minority sophomores declined, and when this is taken in conjunction with the fact that approximately the same percentage of white and black students are new to PVCC each year, it is possible that more minority students than ever are enrolling in degree programs at the college, but not all are successful in completing these programs. However, any conclusions may be premature, as many new minority students at PVCC have not had enough time to complete their courses of study.

(Continued on reverse side)

TABLE 1: PVCC FALL TERM HEADCOUNT BY RACE

YEAR	TOTAL WHITE	TOTAL BLACK	OTHER MINORITY Ori- ental	His- panic	Amer. Indian	Other	TOTAL OTHER MINORITY	TOTAL ALL MINORITY	TOTAL ALL STUDENTS
1986									
Number	3,669	383	50	20	11	6	87	470	4,139
Percentage	88.6%	9.3%	1.2%	0.5%	0.3%	0.1%	2.1%	11.4%	100.0%
Pct. Increase	7.8%	4.4%	6.4%	25.0%	175.0%	-40.0%	13.0%	5.9%	7.6%
1987									
Number	3,877	392	45	24	11	12	92	484	4,361
Percentage	88.9%	9.0%	1.0%	0.6%	0.3%	0.3%	2.1%	11.1%	100.0%
Pct. Increase	5.7%	2.3%	-10.0%	20.0%	0.0%	100.0%	5.7%	3.0%	5.4%
1988									
Number	3,730	380	46	25	7	10	88	468	4,198
Percentage	88.9%	9.1%	1.1%	0.6%	0.2%	0.2%	2.1%	11.1%	100.0%
Pct. Increase	-3.8%	-3.1%	2.2%	4.2%	-36.4%	-16.7%	-4.3%	-3.3%	-3.7%
1989									
Number	3,946	409	62	21	3	13	99	508	4,454
Percentage	88.6%	9.2%	1.4%	0.5%	0.1%	0.3%	2.2%	11.4%	100.0%
Pct. Increase	5.8%	7.6%	34.8%	-16.0%	-57.1%	30.0%	12.5%	8.5%	6.1%
1990									
Number	3,785	459	52	22	4	15	93	552	4,337
Percentage	87.3%	10.6%	1.2%	0.5%	0.1%	0.3%	2.1%	12.7%	100.0%
Pct. Increase	-4.1%	12.2%	-16.1%	4.8%	33.3%	15.4%	-6.1%	8.7%	-2.6%

SOURCE: VCCS Student Enrollment Booklets, Table 3a. Percentage figures indicate the percentage of students within a category for that particular year. Percentage increase figures indicate the increase or decrease by percentage in students from one year to the next. Note that before fall 1988 PVCC operated under a quarter system.

Although the percentage of minority students within the PVCC student body has always been lower than the percentage of minority citizens within the PVCC service region, the gap between the two narrowed considerably between Fall Semester 1989 and Fall Semester 1990. The minority population of the service region was slightly lower than in previous years, and the minority student population was much higher. While during previous fall terms the difference between minority service region and minority student populations has been seven percentage points, the difference in fall 1990 was five. A two percentage point gain is a notable achievement and suggests that the work of the college-wide Task Force on Minority Recruitment and Retention and a group of black community leaders, both established in 1989-90, has been remarkably successful.

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MINORITY ENROLLMENT REPORT
FALL SEMESTER 1990

INTRODUCTION

This is the eleventh in a continuing series of reports concerning minority enrollment at Piedmont Virginia Community College (PVCC). Each report is designed to display longitudinal minority enrollment data and examine trends which should prove of interest to those involved in planning student recruitment and retention activities.

All data in this series of reports were obtained from the Student Enrollment Booklets compiled each term by the Virginia Community College System (VCCS) and printed electronically by computer. These booklets consist of numerous tables of data relating to many different aspects of student enrollment within the VCCS. Each table within the Student Enrollment Booklet from which data were obtained is noted within this report.

MINORITY ENROLLMENT

Five-hundred fifty-two minority students enrolled at PVCC during Fall Semester 1990. This is the largest number of minority students ever enrolled at the college during any single term, exceeding the previous record of 484, set in fall 1989, by 44. The percentage of minority students within the student body as a whole was also a record. Twelve and seven-tenth percent of the fall 1990 student body was minority.

Four-hundred fifty-nine, or 83.2%, of all minority students were black. This is the largest number of black students to ever attend PVCC during any single term, exceeding the previous record, set in Fall Semester 1989, by 50. Black students accounted for 10.6% of the entire student body.

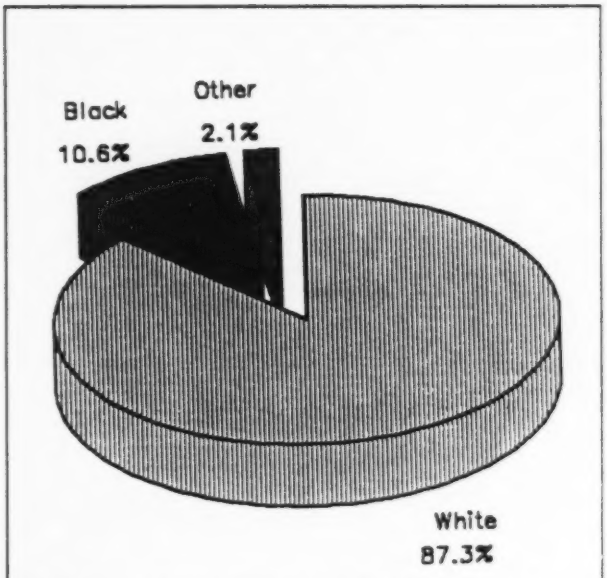

FIGURE 1: PVCC FALL TERM 1990 ENROLLMENT BY RACE

Of the remaining minority students, 52 were Oriental (Asians or Pacific Islanders), 22 were Hispanic, 4 were American Indians or Alaskan natives, and 15 classified themselves as "other."[1]

PVCC fall 1990 enrollment by race (white, black, and minority other than black) is shown in Figure 1. As can be clearly seen in Table 1, an increase in minority enrollment has occurred during the past two fall terms. During this period, the number of minority students has risen from 468 to 552, a 20% increase, and the percentage of minority students within the student body has risen from 11.1% to 12.7%. During this same

[1]As noted in previous reports, a student's racial classification is determined by what he or she indicates on the initial admission form. There are six boxes which the student may check: (1) White; (2) Black; (3) American Indian or Alaskan Native; (4) Asian or Pacific Islander; (5) Hispanic; and (6) Other. After the "other" box, space is provided for comment. Typically, an "other" student is a foreign student, uncertain which box to check. Occasionally, an "other" student is one with a sense of whimsy. On the admission form, students have written such comments as "human" or "Indiana Irish" to justify their "other" classification.

period, the number of black students has risen from 380 to 459, a 21% increase, and the percentage of black students within the student body has risen from 9.1% to 10.6%.

TABLE 1: PVCC FALL TERM HEADCOUNT BY RACE

YEAR	TOTAL WHITE	TOTAL BLACK	OTHER MINORITY Ori-ental	His-panic	Amer. Indian	Other	TOTAL OTHER MINORITY	TOTAL ALL MINORITY	TOTAL ALL STUDENTS
1986									
Number	3,669	383	50	20	11	6	87	470	4,139
Percentage	88.6%	9.3%	1.2%	0.5%	0.3%	0.1%	2.1%	11.4%	100.0%
Pct. Increase	7.8%	4.4%	6.4%	25.0%	175.0%	-40.0%	13.0%	5.9%	7.6%
1987									
Number	3,877	392	45	24	11	12	92	484	4,361
Percentage	88.9%	9.0%	1.0%	0.6%	0.3%	0.3%	2.1%	11.1%	100.0%
Pct. Increase	5.7%	2.3%	-10.0%	20.0%	0.0%	100.0%	5.7%	3.0%	5.4%
1988									
Number	3,730	380	46	25	7	10	88	468	4,198
Percentage	88.9%	9.1%	1.1%	0.6%	0.2%	0.2%	2.1%	11.1%	100.0%
Pct. Increase	-3.8%	-3.1%	2.2%	4.2%	-36.4%	-16.7%	-4.3%	-3.3%	-3.7%
1989									
Number	3,946	409	62	21	3	13	99	508	4,454
Percentage	88.6%	9.2%	1.4%	0.5%	0.1%	0.3%	2.2%	11.4%	100.0%
Pct. Increase	5.8%	7.6%	34.8%	-16.0%	-57.1%	30.0%	12.5%	8.5%	6.1%
1990									
Number	3,785	459	52	22	4	15	93	552	4,337
Percentage	87.3%	10.6%	1.2%	0.5%	0.1%	0.3%	2.1%	12.7%	100.0%
Pct. Increase	-4.1%	12.2%	-16.1%	4.8%	33.3%	15.4%	-6.1%	8.7%	-2.6%

SOURCE: VCCS Student Enrollment Booklets, Table 3a. Percentage figures indicate the percentage of students within a category for that particular year. Percentage increase figures indicate the increase or decrease by percentage in students from one year to the next. Note that before fall 1988 PVCC operated under a quarter system.

Minority enrollment patterns typically differ from overall student enrollment patterns. Between fall 1984 and fall 1985, minority student enrollment increased at a faster rate than either white student enrollment or enrollment in general. The opposite was true between fall 1985 and fall 1986 and between fall 1986 and fall 1987. Between fall 1987 and fall 1988 the enrollment patterns were approximately the same, but between fall 1988 and fall 1989 minority student enrollment once again increased at a slightly higher rate than either

white student enrollment or enrollment in general. Between fall 1989 and fall 1990, both white student enrollment and total student enrollment decreased while minority enrollment increased.

STUDENT DEMOGRAPHIC CHARACTERISTICS BY RACE

In previous minority enrollment studies, demographic characteristics of minority students have been similar to those of white students.[2] The one exception, noted in the last two reports, concerned sex. In fall 1988 and fall 1989, fewer black male students than white male students attended PVCC. Again, in fall 1990, fewer black male students than white male students were enrolled at PVCC, but the gap between the two had narrowed considerably. As can be seen in Table 2, in fall 1988, only 28.9% of all black students were male; the

TABLE 2: PVCC FALL TERM HEADCOUNT BY RACE AND SEX

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
MALE										
White	1291	35.2%	1432	36.9%	1400	37.5%	1502	38.1%	1450	38.3%
Black	140	36.6%	131	33.4%	110	28.9%	126	30.8%	158	34.4%
Other	37	42.5%	44	47.8%	32	36.4%	43	43.4%	40	43.0%
TOTAL	1468	35.5%	1607	36.8%	1542	36.7%	1671	37.5%	1648	38.0%
FEMALE										
White	2378	64.8%	2445	63.1%	2330	62.5%	2444	61.9%	2335	61.7%
Black	243	63.4%	261	66.6%	270	71.1%	283	69.2%	301	65.6%
Other	50	57.5%	48	52.2%	56	63.6%	56	56.6%	53	57.0%
TOTAL	2671	64.5%	2754	63.2%	2656	63.3%	2783	62.5%	2689	62.0%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Table 3d. Percentage figures indicate the percentage of males or the percentage of females by a particular racial category. Note that prior to fall 1988 PVCC operated under a quarter system.

[2]Demographic characteristics examined in this report are sex, age, and residence.

figure rose nearly one percentage point to 30.8% in fall 1989; in fall 1990, the figure rose sharply to 34.4%.

Both black male students and black female students have increased in terms of numbers during the past four years. The number of black male students has risen from 131 in fall 1987 to 158 in fall 1990, a 20.6% increase. The number of black female students has risen from 261 in fall 1987 to 301 in fall 1990, a 15.3% increase. The number of minority males and females other than black has remained fairly stable during the past four years.

With respect to age, the mean age of black students was lower by one year than the mean age of white students, but the median age was the same. The mean age of white students was 30, and the mean age of black students was 29. The median age of both white and black students was 28. The mean age of minority students other than black was the same as that of black students (28), while the median age was one year lower (27). The mean age of minority students other than black was 27, and the median age was 25.

While students at PVCC of all races tended to be younger in fall 1990 than in previous fall terms, the distribution by age categories mirrored that of previous years. As can be seen in Table 3, approximately 25% of all students were between the ages of 18 and 21, 30% were between the ages of 25 and 34, and 20% were between the ages of 35 and 44. Few differences existed with respect to race and age distribution, though minority students other than black tended for the most part to be older than either white or black students.

TABLE 3: PVCC FALL TERM HEADCOUNT BY RACE AND AGE

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
UNDER 18										
White	18	0.5%	21	0.5%	36	1.0%	41	1.0%	75	2.0%
Black	6	1.6%	2	0.5%	2	0.5%	4	1.0%	5	1.1%
Other	1	1.1%	1	1.1%	1	1.1%	5	5.1%	3	3.2%
TOTAL	25	0.6%	24	0.6%	39	0.9%	50	1.1%	83	1.9%
18-21										
White	774	21.1%	798	20.6%	854	22.9%	954	24.2%	948	25.0%
Black	94	24.5%	94	24.0%	87	22.9%	103	25.2%	110	24.0%
Other	24	27.6%	25	27.2%	16	18.2%	29	29.3%	21	22.6%
TOTAL	892	21.6%	917	21.0%	957	22.8%	1086	24.4%	1079	24.9%
22-24										
White	480	13.1%	455	11.7%	423	11.3%	455	11.5%	427	11.3%
Black	33	8.6%	46	11.7%	48	12.6%	49	12.0%	70	15.3%
Other	10	11.5%	12	13.0%	13	14.8%	14	14.1%	13	14.0%
TOTAL	523	12.6%	513	11.8%	484	11.5%	518	11.6%	510	11.8%
25-34										
White	1132	30.9%	1214	31.3%	1207	32.4%	1144	29.0%	1141	30.1%
Black	145	37.9%	146	37.2%	137	36.1%	134	32.8%	150	32.7%
Other	30	34.5%	31	33.7%	31	35.2%	33	33.3%	35	37.6%
TOTAL	1307	31.6%	1391	31.9%	1375	32.8%	1311	29.4%	1326	30.6%
35-44										
White	763	20.8%	830	21.4%	753	20.2%	829	21.0%	779	20.6%
Black	84	21.9%	79	20.2%	74	19.5%	90	22.0%	94	20.5%
Other	17	19.5%	15	16.3%	21	23.9%	13	13.1%	15	16.1%
TOTAL	864	20.9%	924	21.2%	848	20.2%	932	20.9%	888	20.5%
45-59										
White	376	10.2%	434	11.2%	390	10.5%	409	10.4%	334	8.8%
Black	17	4.4%	19	4.8%	31	8.2%	27	6.6%	28	6.1%
Other	5	5.7%	7	7.6%	5	5.7%	5	5.1%	5	5.4%
TOTAL	398	9.6%	460	10.5%	426	10.1%	441	9.9%	367	8.5%
60 AND OVER										
White	126	3.4%	125	3.2%	67	1.8%	114	2.9%	81	2.1%
Black	4	1.0%	6	1.5%	1	0.3%	2	0.5%	2	0.4%
Other	0	0.0%	1	1.1%	1	1.1%	0	0.0%	1	1.1%
TOTAL	130	3.1%	132	3.0%	69	1.6%	116	2.6%	84	1.9%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Table 11b. Percentage figures indicate the percentage of students in a particular racial category by a particular age category. Note that prior to fall 1988 PVCC operated under the quarter system.

The PVCC fall semester headcount by race and residence is shown in Table 4. A slightly higher percentage of black students resided within the PVCC service region than did white students. The percentage of minority students other than black residing within the service region was lower than that of either white or black students. The percentage of students residing outside the service region but within the Commonwealth of Virginia was highest for whites and lowest for minorities other than black. However, a much larger percentage of minority students other than black were classified as out-of-state students than were white or black students.

TABLE 4: PVCC FALL TERM HEADCOUNT BY RACE AND RESIDENCE

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
IN-DISTRICT										
White	3252	88.6%	3410	88.0%	3211	86.1%	3453	87.5%	3320	87.7%
Black	355	92.7%	349	89.0%	328	86.3%	370	90.5%	409	89.1%
Other	74	85.1%	80	87.0%	73	83.0%	79	79.8%	77	82.8%
TOTAL	3681	88.9%	3839	88.0%	3612	86.0%	3902	87.6%	3806	87.8%
OUT-OF-DISTRICT										
White	350	9.5%	384	9.9%	444	11.9%	411	10.4%	399	10.5%
Black	24	6.3%	32	8.2%	48	12.6%	35	8.6%	43	9.4%
Other	7	8.0%	8	8.7%	6	6.8%	3	3.0%	6	6.5%
TOTAL	381	9.2%	424	9.7%	498	11.9%	449	10.1%	448	10.3%
OUT-OF-STATE										
White	67	1.8%	83	2.1%	75	2.0%	82	2.1%	66	1.7%
Black	4	1.0%	11	2.8%	4	1.1%	4	1.0%	7	1.5%
Other	6	6.9%	4	4.3%	9	10.2%	17	17.2%	10	10.8%
TOTAL	77	1.9%	98	2.2%	88	2.1%	103	2.3%	83	1.9%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Table 8a. Percentage figures indicate the percentage of students in a particular racial category by their residence. In-district students are those who reside within the PVCC service region. Out-of-district students are those who reside within Virginia but not within the PVCC service region. Out-of-state students are those who reside outside of Virginia. Note that prior to fall 1988 PVCC operated under the quarter system.

The fall semester headcount by race and residence for all PVCC service region localities is shown in Table 5.

TABLE 5: PVCC FALL TERM HEADCOUNT BY RACE AND IN-DISTRICT RESIDENCE

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
ALBEMARLE										
White	1417	43.6%	1546	45.3%	1474	45.9%	1622	47.0%	1530	46.1%
Black	96	27.0%	104	29.8%	96	29.3%	129	34.9%	125	30.6%
Other	26	35.1%	31	38.8%	37	50.7%	35	44.3%	31	40.3%
TOTAL	1539	41.8%	1681	43.8%	1607	44.5%	1786	45.8%	1686	44.3%
BUCKINGHAM										
White	72	2.2%	47	1.4%	39	1.2%	58	1.7%	59	1.8%
Black	35	9.9%	20	5.7%	14	4.3%	13	3.5%	21	5.1%
Other	1	1.4%	3	3.8%	2	2.7%	2	2.5%	0	0.0%
TOTAL	108	2.9%	70	1.8%	55	1.5%	73	1.9%	80	2.1%
FLUVANNA										
White	162	5.0%	177	5.2%	185	5.8%	203	5.9%	215	6.5%
Black	25	7.0%	27	7.7%	29	8.8%	39	10.5%	38	9.3%
Other	1	1.4%	4	5.0%	2	2.7%	1	1.3%	3	3.9%
TOTAL	188	5.1%	208	5.4%	216	6.0%	243	6.2%	256	6.7%
GREENE										
White	178	5.5%	192	5.6%	200	6.2%	262	7.6%	288	8.7%
Black	3	0.8%	6	1.7%	8	2.4%	9	2.4%	15	3.7%
Other	0	0.0%	1	1.3%	1	1.4%	1	1.3%	4	5.2%
TOTAL	181	4.9%	199	5.2%	209	5.8%	272	7.0%	307	8.1%
LOUISA										
White	104	3.2%	139	4.1%	132	4.1%	132	3.8%	153	4.6%
Black	28	7.9%	35	10.0%	31	9.5%	26	7.0%	33	8.1%
Other	4	5.4%	2	2.5%	2	2.7%	2	2.5%	2	2.6%
TOTAL	136	3.7%	176	4.6%	165	4.6%	160	4.1%	188	4.9%
NELSON										
White	128	3.9%	163	4.8%	152	4.7%	138	4.0%	144	4.3%
Black	16	4.5%	16	4.6%	15	4.6%	13	3.5%	14	3.4%
Other	0	0.0%	0	0.0%	0	0.0%	2	2.5%	1	1.3%
TOTAL	144	3.9%	179	4.7%	167	4.6%	153	3.9%	159	4.2%
CHARLOTTESVILLE										
White	1191	36.6%	1146	33.6%	1029	32.0%	1038	30.1%	931	28.0%
Black	152	42.8%	141	40.4%	135	41.2%	141	38.1%	163	39.9%
Other	42	56.8%	39	48.8%	29	39.7%	36	45.6%	36	46.8%
TOTAL	1385	37.6%	1326	34.5%	1193	33.0%	1215	31.1%	1130	29.7%
TOTAL IN-DISTRICT										
White	3252	100%	3410	100%	3211	100%	3453	100%	3320	100%
Black	355	100%	349	100%	328	100%	370	100%	409	100%
Other	74	100%	80	100%	73	100%	79	100%	77	100%
TOTAL	3681	100%	3839	100%	3612	100%	3902	100%	3806	100%

SOURCE: VCCS Student Enrollment Booklets, Table 8A. Percentage figures indicate the percentage of students in a particular racial category by their residence. Note that prior to fall 1988 PVCC operated under the quarter system.

Most minority students residing within PVCC's service region lived within the City of Charlottesville or in Albemarle County. Seventy percent of all black students from the service region, and nearly 90% of minority students other than black, were residents of one of these two jurisdictions. As in previous years, the largest number of blacks resided in the city of Charlottesville, and the second largest number resided in Albemarle County.

As has been noted in previous minority enrollment reports, PVCC has never enrolled as high a percentage of non-whites as reside within the service region as a

TABLE 6: PERCENTAGE OF NON-WHITES BY SERVICE REGION POPULATION AND PVCC FALL HEADCOUNT

	1986		1987		1988		1989		1990	
RESIDENCE	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC
Albemarle	11.9%	7.9%	11.9%	8.0%	11.8%	8.3%	11.8%	9.2%	11.7%	9.3%
Buckingham	42.2%	33.3%	41.9%	32.9%	41.6%	29.1%	41.2%	20.5%	42.9%	26.3%
Fluvanna	26.6%	13.8%	26.2%	14.9%	25.7%	14.4%	25.3%	16.5%	27.6%	16.0%
Greene	7.0%	1.7%	6.8%	3.5%	6.6%	4.3%	6.5%	3.7%	7.2%	6.2%
Louisa	29.8%	23.5%	29.2%	21.0%	28.6%	20.0%	28.0%	17.5%	30.0%	18.6%
Nelson	21.1%	11.1%	20.7%	8.9%	20.2%	9.0%	19.7%	9.8%	17.5%	9.4%
Charlottesville	21.7%	14.0%	22.2%	13.6%	22.8%	13.7%	23.4%	14.6%	21.0%	17.6%
TOTAL	18.4%	11.7%	18.3%	11.2%	18.3%	11.1%	18.2%	11.5%	17.9%	12.8%

SOURCE: VCCS census tapes and VCCS Student Enrollment Booklets, Table 15. The population percentage is the percentage of non-whites projected to be residing in each locality during a particular year; the headcount percentage is the percentage of non-white students attending PVCC during the fall term of a particular year. Note that prior to fall 1988 PVCC operated under the quarter system.

whole. As can be seen in Table 6, approximately 18% of the service region population during any recent year is non-white, while typically less than 12% of the PVCC student population is non-white. It is quite clear, however, that the gap between minority service

region and minority student enrollment narrowed considerably between Fall Semester 1989 and Fall Semester 1990. The minority population of the service region was slightly lower than in previous years, and the minority student population was much higher. While during previous fall terms the difference between minority service region and minority student populations has been seven percentage points, the difference in fall 1990 was five. A two percentage point gain is a notable achievement and suggests that the work of the Task Force on Minority Recruitment and Retention and a group of black community leaders, both formed in 1989-90, has been remarkably successful.

STUDENT ENROLLMENT CHARACTERISTICS BY RACE

Differences in white and minority enrollment characteristics often provide indications as to what minority students find attractive about PVCC. Enrollment characteristics examined in this study are attendance (new or returning), status (full-time or part-time), class (freshmen, sophomores, developmental, or unclassified), program (college transfer, occupational/technical, developmental, or unclassified), degree sought (Associate of Arts [A.A.], Associate of Science [A.S.], Associate of Applied Science [A.A.S.], diploma, certificate, developmental, or unclassified), and curriculum (Business Administration, Education, Fine Arts, and so forth).

As can be seen in Table 7, approximately one-third of all white and black students were new to PVCC.[3] While a decrease occurred in the number of both new and returning white students, the number of black new students and the number of black returning students increased. The number of black new students rose by 4.2%, and the number of black returning students rose by 16.6%. The larger increase in returning black students suggests that the college has maintained its minority recruitment efforts, while improving its minority retention efforts.

TABLE 7: PVCC FALL TERM HEADCOUNT BY RACE AND NEW/RETURNING STATUS

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
NEW										
White	1279	34.9%	1312	33.8%	1300	34.9%	1309	33.2%	1249	33.0%
Black	148	38.6%	140	35.7%	119	31.3%	144	35.2%	150	32.7%
Other	37	42.5%	34	37.0%	31	35.2%	40	40.4%	37	39.8%
TOTAL	1464	35.4%	1486	34.1%	1450	34.5%	1493	33.5%	1436	33.1%
RETURNING										
White	2390	65.1%	2565	66.2%	2430	65.1%	2637	66.8%	2536	67.0%
Black	235	61.4%	252	64.3%	261	68.7%	265	64.8%	309	67.3%
Other	50	57.5%	58	63.0%	57	64.8%	59	59.6%	56	60.2%
TOTAL	2675	64.6%	2875	65.9%	2748	65.5%	2961	66.5%	2901	66.9%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 3l, 14b, and 15. Percentage figures indicate the percentage of students in a particular racial category by their status (new or returning). A new student is any student who has never attended PVCC before. Note that prior to fall 1988 PVCC operated under the quarter system.

The percentage of minority students other than black who are new to PVCC has always been higher than that of either black or white students, and this was true in Fall Semester 1990. Nearly 40% of other minority students were new.

[3]New students include first-time students (those who have not attended college previously) and transfer students (those who have attended college previously but have never attended PVCC).

Both the number and percentage of black full-time students at PVCC rose dramatically between fall 1989 and fall 1990. As can be seen in Table 8, the number rose from 66 to 102, a 54.5% gain, and for the first time ever over 20% of all black students studied full-time at the college.

TABLE 8: PVCC FALL TERM HEADCOUNT BY RACE AND FULL-TIME/PART-TIME STATUS

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
FULL-TIME										
White	587	16.0%	699	18.0%	710	19.0%	747	18.9%	754	19.9%
Black	66	17.2%	75	19.1%	66	17.4%	66	16.1%	102	22.2%
Other	22	25.3%	25	27.2%	24	27.3%	24	24.2%	25	26.9%
TOTAL	675	16.3%	799	18.3%	800	19.1%	837	18.8%	881	20.3%
PART-TIME										
White	3082	84.0%	3178	82.0%	3020	81.0%	3199	81.1%	3031	80.1%
Black	317	82.8%	317	80.9%	314	82.6%	343	83.9%	357	77.8%
Other	65	74.7%	67	72.8%	64	72.7%	75	75.8%	68	73.1%
TOTAL	3464	83.7%	3562	81.7%	3398	80.9%	3617	81.2%	3456	79.7%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Table 15. Percentage figures indicate the percentage of students in a particular racial category by their status (full-time or part-time). A full-time student is any student carrying twelve or more credit hours of course work during the term. Note that prior to fall 1988 PVCC operated under a quarter system.

Just as a higher percentage of minority students other than black than either black or white students are typically new to PVCC, so too is a higher percentage classified as full-time. Nearly 27% of all other minority students studied full-time at PVCC in fall 1990, as compared to 22.2% of all black students and 19.9% of all white students.

PVCC fall term headcount by race and class is shown in Table 9. Normally, during any fall term, a higher percentage of minority students are classified as freshmen than white students. This was true during fall 1990. In fact, the number of black freshmen rose by 26.5% and the percentage of all black students classified as freshmen rose from 40.6% to 45.8%. Although the number of other minority students dropped from 43 to 41, the percentage of other minority students classified as freshmen rose from 43.4% to 44.1%.

TABLE 9: PVCC FALL TERM HEADCOUNT BY RACE AND CLASS

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
FRESHMEN										
White	1219	33.2%	1455	37.5%	1486	39.8%	1350	34.2%	1324	35.0%
Black	153	39.9%	172	43.9%	191	50.3%	166	40.6%	210	45.8%
Other	37	42.5%	33	35.9%	45	51.1%	43	43.4%	41	44.1%
TOTAL	1409	34.0%	1660	38.1%	1722	41.0%	1559	35.0%	1575	36.3%
SOPHOMORES										
White	396	10.8%	452	11.7%	493	13.2%	533	13.5%	545	14.4%
Black	33	8.6%	35	8.9%	35	9.2%	47	11.5%	50	10.9%
Other	15	17.2%	13	14.1%	9	10.2%	15	15.2%	9	9.7%
TOTAL	444	10.7%	500	11.5%	537	12.8%	595	13.4%	604	13.9%
DEVELOPMENTAL										
White	77	2.1%	51	1.3%	25	0.7%	20	0.5%	15	0.4%
Black	47	12.3%	33	8.4%	12	3.2%	8	2.0%	12	2.6%
Other	6	6.9%	8	8.7%	3	3.4%	2	2.0%	2	2.2%
TOTAL	130	3.1%	92	2.1%	40	1.0%	30	0.7%	29	0.7%
UNCLASSIFIED										
White	1977	53.9%	1919	49.5%	1726	46.3%	2043	51.8%	1901	50.2%
Black	150	39.2%	152	38.8%	142	37.4%	188	46.0%	187	40.7%
Other	29	33.3%	38	41.3%	31	35.2%	39	39.4%	41	44.1%
TOTAL	2156	52.1%	2109	48.4%	1899	45.2%	2270	51.0%	2129	49.1%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 4 and 7. Percentage figures indicate the percentage of students in a particular racial category by class status (freshman or sophomore). Students who have successfully completed over 45 credit hours toward their degrees are classified as sophomores; those who have not are classified as freshmen. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not enrolled in any program. Note that prior to fall 1988 PVCC operated under a quarter system.

While *overall* minority student retention may have improved, *curricular* minority student retention may not have. On the one hand, the percentage of curricular minority students rose from 55.3% in fall 1989 to 58.7% in fall 1990; on the other hand, the

percentage of minority sophomores dropped from 12.2% to 10.7%. When coupled with the fact that approximately the same percentage of white and black students are new each year, this suggests that more minority students are enrolling in degree programs at the college, but fewer are completing them.

All of this seems borne out by the latest retention study, which found that the retention rate for full-time white students was higher than that for full-time black students, but that the retention rate for full-time black students was much higher than during previous years.[4] Perhaps an area for further investigation is the completion rates of curricular students by racial classification.

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[4]See Ronald B. Head, *Student Retention at Piedmont Virginia Community College: 1989-90* (PVCC Institutional Research Report No. 7-90, November 1990), p. 6.

PVCC fall term enrollment by race and program is shown in Table 10. Slightly over one-third of all PVCC students were enrolled in college transfer programs in fall 1990. A lower percentage of black students, and a higher percentage of other minority students, were enrolled in college transfer programs than white students. The figures for fall 1990 were quite similar to those for fall 1989.

TABLE 10: PVCC FALL TERM HEADCOUNT BY RACE AND TYPE OF PROGRAM

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
COLLEGE TRANSFER										
White	1026	28.0%	1256	32.4%	1297	34.8%	1282	32.5%	1319	34.8%
Black	98	25.6%	108	27.6%	127	33.4%	119	29.1%	130	28.3%
Other	30	34.5%	32	34.8%	45	51.1%	39	39.4%	37	39.8%
TOTAL	1154	27.9%	1396	32.0%	1469	35.0%	1440	32.3%	1486	34.3%
OCCUPATIONAL /TECHNICAL										
White	589	16.1%	651	16.8%	682	18.3%	601	15.2%	550	14.5%
Black	88	23.0%	99	25.3%	99	26.1%	94	23.0%	130	28.3%
Other	22	25.3%	14	15.2%	9	10.2%	19	19.2%	13	14.0%
TOTAL	699	16.9%	764	17.5%	790	18.8%	714	16.0%	693	16.0%
DEVELOPMENTAL										
White	77	2.1%	51	1.3%	25	0.7%	20	0.5%	15	0.4%
Black	47	12.3%	33	8.4%	12	3.2%	8	2.0%	12	2.6%
Other	6	6.9%	8	8.7%	3	3.4%	2	2.0%	2	2.2%
TOTAL	130	3.1%	92	2.1%	40	1.0%	30	0.7%	29	0.7%
UNCLASSIFIED										
White	1977	53.9%	1919	49.5%	1726	46.3%	2043	51.8%	1901	50.2%
Black	150	39.2%	152	38.8%	142	37.4%	188	46.0%	187	40.7%
Other	29	33.3%	38	41.3%	31	35.2%	39	39.4%	41	44.1%
TOTAL	2156	52.1%	2109	48.4%	1899	45.2%	2270	51.0%	2129	49.1%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Table 4. Percentage figures indicate the percentage of students in a particular racial category by the program in which they are enrolled. College transfer students are enrolled in programs leading toward the A.A. or A.S. degrees. These programs are designed as transfer programs to four-year colleges or universities. Occupational/technical students are enrolled in programs leading toward the A.A.S. degree or toward a certificate or diploma. These programs are designed to provide job-related skills for various occupational fields. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not enrolled in any degree program. Note that prior to fall 1988 PVCC operated under a quarter system.

Twice the percentage of black students were enrolled in occupational/technical programs as were other minority students or white students. Between fall 1989 and fall 1990, the percentage of white students enrolled in occupational/technical programs declined slightly, the percent-

age of black students rose by over five percentage points, and the percentage of other minority students dropped by over five percentage points.

As noted earlier, a higher percentage of minority students were classified as curricular in Fall Semester 1990 than in Fall Semester 1989. Slightly less than one-half of all white students were curricular in fall 1990, an increase of 1.6% from fall 1989; nearly 60% of all black students were curricular, an increase of 5.3%; and nearly 55% of all other minority students were curricular, a *decrease* of 4.7%.

Enrollment patterns by race and degree sought are shown in Table 11. College transfer programs are those leading toward either the A.A. or A.S. degrees; occupational/technical programs are those leading toward the A.A.S. degree, a certificate, or a diploma. PVCC fall term headcount by race and curricular programs is shown in Table 12 and Table 13. These tables are presented to assist academic administrators and faculty in assessing minority enrollments within their divisions and programs. However, considerable caution should be exercised when examining these data. In any particular year, very few minority students may be enrolled in a particular curriculum. Because of such small numbers, the statistical reliability of the data is questionable.

TABLE 11: PVCC FALL TERM HEADCOUNT BY RACE AND DEGREE SOUGHT

CATEGORY	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.	1989 No.	1989 Pct.	1990 No.	1990 Pct.
A.A.										
White	245	6.7%	314	8.1%	354	9.5%	305	7.7%	398	10.5%
Black	14	3.7%	20	5.1%	17	4.5%	17	4.2%	32	7.0%
Other	9	10.3%	6	6.5%	11	12.5%	8	8.1%	7	7.5%
TOTAL	268	6.5%	340	7.8%	382	9.1%	330	7.4%	437	10.1%
A.S.										
White	781	21.3%	942	24.3%	943	25.3%	977	24.8%	921	24.3%
Black	84	21.9%	88	22.4%	110	28.9%	102	24.9%	98	21.4%
Other	21	24.1%	26	28.3%	34	38.6%	31	31.3%	30	32.3%
TOTAL	886	21.4%	1056	24.2%	1087	25.9%	1110	24.9%	1049	24.2%
A.A.S.										
White	517	14.1%	590	15.2%	623	16.7%	554	14.0%	525	13.9%
Black	70	18.3%	85	21.7%	91	23.9%	84	20.5%	118	25.7%
Other	20	23.0%	14	15.2%	9	10.2%	19	19.2%	13	14.0%
TOTAL	607	14.7%	689	15.8%	723	17.2%	657	14.8%	656	15.1%
DIPLOMA										
White	10	0.3%	9	0.2%	5	0.1%	1	0.0%	0	0.0%
Black	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	11	0.3%	9	0.2%	5	0.1%	1	0.0%	0	0.0%
CERTIFICATE										
White	62	1.7%	52	1.3%	54	1.4%	46	1.2%	25	0.7%
Black	17	4.4%	14	3.6%	8	2.1%	10	2.4%	12	2.6%
Other	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	81	2.0%	66	1.5%	62	1.5%	56	1.3%	37	0.9%
DEVELOPMENTAL										
White	77	2.1%	51	1.3%	25	0.7%	20	0.5%	15	0.4%
Black	47	12.3%	33	8.4%	12	3.2%	8	2.0%	12	2.6%
Other	6	6.9%	8	8.7%	3	3.4%	2	2.0%	2	2.2%
TOTAL	130	3.1%	92	2.1%	40	1.0%	30	0.7%	29	0.7%
UNCLASSIFIED										
White	1977	53.9%	1919	49.5%	1726	46.3%	2043	51.8%	1901	50.2%
Black	150	39.2%	152	38.8%	142	37.4%	188	46.0%	187	40.7%
Other	29	33.3%	38	41.3%	31	35.2%	39	39.4%	41	44.1%
TOTAL	2156	52.1%	2109	48.4%	1899	45.2%	2270	51.0%	2129	49.1%
ALL STUDENTS										
White	3669	100%	3877	100%	3730	100%	3946	100%	3785	100%
Black	383	100%	392	100%	380	100%	409	100%	459	100%
Other	87	100%	92	100%	88	100%	99	100%	93	100%
TOTAL	4139	100%	4361	100%	4198	100%	4454	100%	4337	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 4 and 7. Percentage figures indicate the percentage of students in a particular racial category by the degree they are seeking. Degrees offered by PVCC are the Associate of Arts (A.A.), the Associate of Science (A.S.), and the Associate of Applied Science (A.A.S.). PVCC also offers certificates and diplomas in various career-related fields. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not seeking any degree and not enrolled in any program. Note that prior to fall 1988 PVCC operated under a quarter system.

TABLE 12: PVCC FALL TERM HEADCOUNT NUMBER BY RACE AND CURRICULUM

	1986				1987				1988				1989				1990			
CURRICULUM	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL
Business Admin.	245	18	7	270	295	13	7	315	323	28	10	361	321	28	11	360	313	21	11	345
Education	72	2	1	75	71	4	2	77	79	6	3	88	62	5	2	69	61	6	1	68
Fine Arts	37	2	2	41	38	1	0	39	54	2	1	57	54	3	1	58	65	0	2	67
General Studies	363	60	7	430	457	61	8	526	422	72	12	506	356	50	9	415	395	57	12	464
Liberal Arts	208	12	7	227	276	19	6	301	300	15	10	325	346	26	8	380	333	32	5	370
Science	101	4	6	111	119	10	9	138	119	4	9	132	143	7	8	158	152	14	6	172
AA/AS TOTAL	1026	98	30	1154	1256	108	32	1396	1297	127	45	1469	1282	119	39	1440	1319	130	37	1486
Accounting	51	3	1	55	45	10	1	56	63	9	0	72	58	4	2	64	57	8	2	67
Computer Info.	81	20	5	106	90	16	3	109	88	27	3	118	92	22	5	119	87	30	2	119
Data Processing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Draft & Design	10	0	0	10	27	1	0	28	25	2	0	27	26	2	0	28	23	4	0	27
Electronics	40	8	5	53	52	6	4	62	51	8	2	61	44	5	2	51	40	10	0	50
Management	138	21	2	161	152	17	2	171	146	17	0	163	124	15	0	139	109	23	1	133
Marketing	9	0	0	9	18	2	1	21	38	2	1	41	28	3	2	33	26	3	0	29
Merchandizing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nursing	98	6	4	108	112	15	2	129	129	10	1	140	101	12	5	118	104	13	5	122
Office Systems	0	0	0	0	0	0	0	0	29	12	1	42	29	18	2	49	27	22	1	50
Police Science	35	3	0	38	41	5	0	46	41	3	1	45	33	2	1	36	37	4	1	42
Resp. Therapy	16	1	1	18	16	0	0	16	10	0	0	10	18	1	0	19	15	1	1	17
Science Lab	0	0	0	0	5	2	1	8	3	1	0	4	1	0	0	1	0	0	0	0
Sec. Science	39	8	2	49	32	11	0	43	0	0	0	0	0	0	0	0	0	0	0	0
AAS TOTAL	517	70	20	607	590	85	14	689	623	91	9	723	554	84	19	657	525	118	13	656
Arts/Crafts	6	1	0	7	4	1	0	5	2	0	0	2	1	2	0	3	1	1	0	2
Auto Mechanics	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Career Studies	32	13	2	47	28	11	0	39	39	5	0	44	34	6	0	40	17	5	0	22
Clerical Studies	2	0	0	2	1	0	0	1	2	0	0	2	4	1	0	5	1	4	0	5
Drafting	8	0	0	8	6	0	0	6	4	0	0	4	2	1	0	3	0	0	0	0
Draft Design	10	1	0	11	9	0	0	9	5	0	0	5	1	0	0	1	0	0	0	0
Electronic Svc.	4	1	0	5	6	2	0	8	3	1	0	4	0	0	0	0	2	0	0	2
Health Tech.	6	2	0	8	5	0	0	5	1	1	0	2	4	0	0	4	0	1	0	1
Law Enforcement	4	0	0	4	2	0	0	2	3	1	0	4	1	0	0	1	2	1	0	3
DIP/CERT TOTAL	72	18	2	92	61	14	0	75	59	8	0	67	47	10	0	57	25	12	0	37
DEVELOPMENTAL	77	47	6	130	51	33	8	92	25	12	3	40	20	8	2	30	15	12	2	29
UNCLASSIFIED	1977	150	29	2156	1919	152	38	2109	1726	142	31	1899	2043	188	39	2270	1901	187	41	2129
GRAND TOTAL	3669	383	87	4139	3877	392	92	4361	3730	380	88	4198	3946	409	99	4454	3785	459	93	4337

SOURCE: VCCS Student Enrollment Booklet, Tables 4 and 7. Wh=White; Bl=Black; Oth=Other; All=total.
Prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

TABLE 13: PVCC FALL TERM HEADCOUNT PERCENTAGE BY RACE AND CURRICULUM

CURRICULUM	1986 Wh	1986 Bl	1986 Oth	1986 ALL	1987 Wh	1987 Bl	1987 Oth	1987 ALL	1988 Wh	1988 Bl	1988 Oth	1988 ALL	1989 Wh	1989 Bl	1989 Oth	1989 ALL	1990 Wh	1990 Bl	1990 Oth	1990 ALL
Business Admin.	7%	5%	8%	7%	8%	3%	8%	7%	9%	7%	11%	9%	8%	7%	11%	8%	8%	5%	12%	8%
Education	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	2%
Fine Arts	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%	2%
General Studies	10%	16%	8%	10%	12%	16%	9%	12%	11%	19%	14%	12%	9%	12%	9%	9%	10%	12%	13%	11%
Liberal Arts	6%	3%	8%	5%	7%	5%	7%	7%	8%	4%	11%	8%	9%	6%	8%	9%	9%	7%	5%	9%
Science	3%	1%	7%	3%	3%	3%	10%	3%	3%	1%	10%	3%	4%	2%	8%	4%	4%	3%	6%	4%
AA/AS TOTAL	28%	26%	34%	28%	32%	28%	35%	32%	35%	33%	51%	35%	32%	29%	39%	32%	35%	28%	40%	34%
Accounting	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	0%	2%	1%	1%	2%	1%	2%	2%	2%	2%
Computer Info.	2%	5%	6%	3%	2%	4%	3%	2%	2%	7%	3%	3%	2%	5%	5%	3%	2%	7%	2%	3%
Data Processing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Draft & Design	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%
Electronics	1%	2%	6%	1%	1%	2%	4%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	0%	1%
Management	4%	5%	2%	4%	4%	4%	2%	4%	4%	4%	0%	4%	3%	4%	0%	3%	3%	5%	1%	3%
Marketing	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%
Merchandizing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nursing	3%	2%	5%	3%	3%	4%	2%	3%	3%	3%	1%	3%	3%	3%	5%	3%	3%	3%	5%	3%
Office Systems	0%	0%	0%	0%	0%	0%	0%	0%	1%	3%	1%	1%	1%	4%	2%	1%	1%	5%	1%	1%
Police Science	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
Resp. Therapy	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Science Lab	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sec. Science	1%	2%	2%	1%	1%	3%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
AAS TOTAL	14%	18%	23%	15%	15%	22%	15%	16%	17%	24%	10%	17%	14%	21%	19%	15%	14%	26%	14%	15%
Arts/Crafts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Auto Mechanics	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Career Studies	1%	3%	2%	1%	1%	3%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%
Clerical Studies	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Drafting	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Draft Design	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Electronic Svc.	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Health Tech.	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Law Enforcement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DIP/CERT TOTAL	2%	5%	2%	2%	2%	4%	0%	2%	2%	2%	0%	2%	1%	2%	0%	1%	1%	3%	0%	1%
DEVELOPMENTAL	2%	12%	7%	3%	1%	8%	9%	2%	1%	3%	3%	1%	1%	2%	2%	1%	0%	3%	2%	1%
UNCLASSIFIED	54%	39%	33%	52%	49%	39%	41%	48%	46%	37%	35%	45%	52%	46%	39%	51%	50%	41%	44%	49%

SOURCE: Table 11. Percentages within this table are by column. In other words, a percentage figure represents the percentage of students by race in a particular curriculum. Wh=White; Bl=Black; Oth=Other; All=total. Prior to fall 1988 PVCC operated under a quarter system.

CONCLUSIONS

As noted in last year's minority enrollment report, PVCC has begun the process of re-examining its recruiting and retention strategies and intensifying efforts to draw and retain minority students. Already, these efforts seem to have accomplished a great deal. Perhaps the most visible accomplishment has been the number of minority students enrolling at the college. Record minority enrollment figures were recorded during both Fall Semester 1989 and Fall Semester 1990.

Five-hundred fifty-two minority students enrolled at PVCC during fall 1990. This is the largest number of minority students ever enrolled at the college during any single term, exceeding the previous record of 508, set last fall, by 44. Four-hundred fifty-nine, or 83.2%, of all minority students were black. This is the largest number of black students to ever attend PVCC during any single term, exceeding the previous record of 509, set last fall, by 50.

In terms of enrollment, several trends are noteworthy. First, the number of black students who had studied at PVCC previously increased at a faster rate than the number of black students new to the college. This suggests that overall retention of black students may have improved. Secondly, both the number and percentage of black full-time students at PVCC rose dramatically between fall 1989 and fall 1990. So, too, did the number and percentage of curricular black students. However, the percentage of minority sophomores declined, and when this is taken in conjunction with the fact that approximately the same percentage of white and black students are new to PVCC each year, it is possible that more minority students than ever are

enrolling in degree programs at the college, but not all are successful in completing these programs. However, any conclusions may be premature, as many new minority students at PVCC have not had enough time to complete their courses of study.

Although the percentage of minority students within the PVCC student body has always been lower than the percentage of minority citizens within the PVCC service region, the gap between the two narrowed considerably between Fall Semester 1989 and Fall Semester 1990. The minority population of the service region was slightly lower than in previous years, and the minority student population was much higher. While during previous fall terms the difference between minority service region and minority student populations has been seven percentage points, the difference in fall 1990 was five. A two percentage point gain is a notable achievement and suggests that the work of the college-wide Task Force on Minority Recruitment and Retention and a group of black community leaders, both established in 1989-90, has been remarkably successful.

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